

# **NOW !! BASEBALL STARS FOR YOUR LOCAL COMMERCIALS**

Herewith is a list of the country's most popular major league baseball players, all of whom are available to tape record your advertisers' local commercials for use throughout the 1957 baseball season!

Each player's charge is on the basis of \$150.00 per minute commercial. The minimum order being for three commercials, one minute each, by the same player—total \$450.00 for use by the same advertiser, per station. Additional commercials available on the same basis and in minimum units of three at a time.

Rights are exclusive to one advertiser in each city to the particular player or players used. Additional area coverage is extra, as well as the same advertiser using the commercials on added stations in the same city.

The offers enclosed herewith are subject to:

1. Prior sale.
2. Acceptability of product or service
3. Acceptability of commercial copy.

The method of procedure is to first advise us immediately the name or names of the ball players you desire and the station or stations call letters. Next, submit triplicate copies of each of the commercials to be recorded for copy approval.

The commercials will be supplied on 7 1/2" tape by us. Breweries and cigarette advertisers will not be acceptable.

Discounts for quantity cities on application.

Mickey Mantle and Yogi Berra of the New York Yankees are also available on the same conditions as above, the only difference being that the charge is \$450.00 each one-minute commercial for these two stars.

This listing has been compiled by special arrangement with Frank Scott, representing professional athletes, and may be added to or withdrawn from, from time to time without prior notice.

## **NEW YORK YANKEES**

Hank Bauer  
Tommy Byrne  
Gerry Coleman  
Joe Collins  
Whitey Ford  
Bob Grim  
Elston Howard  
Don Larsen  
Gil McDougald  
Billy Martin  
Bill Skowron  
Bob Turley

## **ST. LOUIS CARDS**

Ken Boyer  
Wally Moon

## **BROOKLYN DODGERS**

Don Bessent  
Roy Campanella  
Roger Craig  
Don Drysdale  
Carl Erskine  
Junior Gilliom  
Gil Hodges  
Johnny Podres  
Sal Maglie  
Pee-wee Reese  
Duke Snider

## **BALTIMORE ORIOLES**

George Kell  
Gus Trinados

## **MILWAUKEE BRAVES**

Hank Aaron  
Joe Adcock  
Bob Buhl  
Lew Burdette  
Bill Bruton  
Del Crandall  
Johnny Logan  
Eddie Mathews  
Warren Spahn

## **CLEVELAND INDIANS**

Bobby Avila  
Rocky Colavito  
Mike Garcia  
Bob Lemon  
Herb Score  
Vic Wertz

## **CHICAGO WHITE SOX**

Larry Doby  
Nelson Fox  
Bob Keegan  
Sherman Lollar  
Billy Pierce  
Jim Rivera

## **DETROIT TIGERS**

Ray Boone  
Frank House  
Billy Hoef  
Harvey Kuenn  
Eddie Robinson  
Bill Tuttle

## **CINCINNATI REDLEGS**

Ed Bailey  
Smoky Burgess  
Ted Kluszewski  
Brooks Lawrence  
Wally Post  
Frank Robinson

## **BOSTON RED SOX**

Billy Goodman  
Jackie Jensen  
Willard Nixon  
Mel Parnell  
Jim Piersall  
Mickey Vernon  
Sammy White

## **KANSAS CITY A'S**

Billy Hunter  
Mickey McDermott  
Tom Morgan  
Irv Noren  
Vic Powers

## **PITTSBURGH PIRATES**

Bob Friend  
Dale Long  
Frank Thomas

## **NEW YORK GIANTS**

Johnny Antonelli  
Whitey Lockman  
Red Schoendienst

## **PHILADELPHIA PHILLIES**

Richie Ashburn  
Harvey Haddix  
Robin Roberts  
Curt Simmons

## **WASHINGTON SENATORS**

Chuck Stobbs  
Eddie Yost

# **CHARLES MICHELSON, INC.**

45 W. 45th Street

New York 36, N. Y.

PLaza 7-0695